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Fancy-leaved Caladiums



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U.S. Department of Agriculture

ACQUAINT YOUR CUSTOMERS WITH THE BEAUTY OF THE FANCY-LEAVED CALADIUMS

..... and the many purposes for which they may be used for splendid effect, such as:
HOUSE PLANTS • WINDOW BOXES • DISPLAY BASKETS • BEDDING PLANTS
POT PLANTS FOR HOLIDAYS • CUT-FLOWER ARRANGEMENTS

They can be had the year round for a BLAZE OF SPLENDOR IN THE HOME AND IN THE GARDEN

ALEC HENDERSON INC.

SEEDS, BULBS, PLANTS & FLORISTS' SUPPLIES

1305 W. RANDOLPH ST.

CHICAGO 7, ILL.

FANCY-LEAVED CALADIUMS

SPECTACULAR FOR WINDOW BOXES, DISPLAY BASKETS AND FOR LONG-LASTING
CUT-FLOWER ARRANGEMENTS

Your choice of a wide color range from this latest list of the finest varieties now available to you.

- ACE OF HEARTS. Dwarf. Bright rose center, green border, scarlet ribs.
- BLAZE. Another name for T. L. Meade.
- CANDIDUM. White with green veins.
- CARA NOME. Like Scarlet Pimpernelle.
- CRESCENT QUEEN. New, vigorous, bushy. Bright red center on a greenish white background with darker green margin. Large leaves.
- CRIMSON WAVE. Crimson, with dark green border. Large, crinkled, transparent leaves.
- DR. GROOVER. Rather tall, transparent pink; green margin. Many leaves.
- EDITH MEADE. Snow-white leaves with narrow green border and red midribs.
- EXPOSITION. Bright crimson, scarlet ribs on dark green background. Large leaves.
- FANNIE MUNSON. Bright crimson; scarlet ribs with narrow green edge.
- HORTULANIA. Bright crimson-red leaf with bluish tint.
- ITACAPUS. Dark red with small brighter red spots. Vigorous, bushy.
- JESSIE THAYER. Flushed pink and white, red veins.
- JOHN PEED. Bright red center; green border. Medium size.
- LADY IN RED. Another name for Madam Truall.
- LORD DERBY. Transparent rose leaves, dark ribs, narrow green border. Bushy.
- MACAHYBA. Bronze-colored leaves with green and red rays; large pink and white splashes.
- MADAM TRUALL. Deep purplish red with deeper-colored ribs and bronze-green edges. Large leaves.
- MARIE MOIR. White with green veins and greenish white margin; red spots. Large leaves.
- MISS SYLVIA PIERCE. New. Cerise center with green border. Many large leaves. A beautiful plant.
- MRS. F. SANDERS. Dark green leaf heavily blotched deep rose. Roundish, large leaves.
- MRS. W. B. HALDERMAN. Red center; narrow green margin. Bushy.
- PINK CLOUD. Good grower. Crumpled leaf, shaded pink, mottled.
- PINK HORTULANIA. New. Bright red first growth, later turning to transparent pink. Dwarf, beautiful plant.
- RECONCAVO. Center deep red; dark red veins and stem. Strong grower.
- RED ENSIGN. Bright metallic red, green border. Very bushy.
- RED FLARE. Scarlet, blotched with two shades of green. An extra-good pot plant.
- RED GLORY. Another name for Fannie Munson.
- REDSKIN. Another name for T. L. Meade.
- RISING SUN. Dark green leaf tinted gold; center deep red; red ribs.
- SCARLET BEAUTY. Similar to Red Flare, but taller growing. Bushy.
- SCARLET PIMPERNELLE. Scarlet center; straw-colored border. Very bushy.
- SEA GULL. White lacy network on green background. Bushy.
- SPANGLED BANNER. Dark red leaf, heavily spotted with pink. A fine grower.
- STOPLIGHT. Bright red, narrow green border. Bushy.
- SUNBURST. New. Bright red center with red spots surrounded by gold hue on green background. Medium size. Very bushy.
- TEXAS BEAUTY. New. Dwarf. Bronze-green leaf heavily blotched with pink; bright red midribs. Large leaves. A beauty.
- THOMAS TOMLINSON. Brilliant red, narrow green margin. One of the best reds. Very bushy.
- T. L. MEADE. Bronze-red leaves; bright red midribs and veins. Very bushy.
- WHITE CHRISTMAS. New. Similar to Candidum. All white between green midribs; green border. Very bushy.

FORCING. The tubers are best started in wet peat moss or sand at a minimum temperature of 70° F. The roots arise from the top of the rhizome near the growing point. After the roots start, the rhizomes are potted in a soil containing one-half organic material and one-half sandy loam. A medium fertilizer level is preferred. The plants grow best when the soil is kept uniformly moist. They should be planted directly in the pot in which they are to be sold. The best temperature for growing the plants is 65° F. minimum. Plants are usually shaded to give a maximum light intensity of 5000 foot-candles during the forcing period. Higher light intensities may be given if the plants are grown with automatic watering or otherwise kept very moist. (Reprinted from "Florist Crop Production and Marketing" by Kenneth Post, Ph.D.)

ORDER SHEET

1305 West Randolph Street
CHICAGO 7, ILLINOIS

Date: _____

Ship to _____

Ship via: _____

Address _____

Shipping date _____

City _____ State _____

SIZES

Variety	Mammoth	Jumbo	No. 1 Grade	No. 2 Grade
A Good Balanced Mixture				
A Good Assortment of Named Varieties				

PRICES

		Per 100	Per 1000
Mammoth	(3 1/2" Up)	\$ 35.00	\$325.00
Jumbo	(2 1/2-3 1/2")	27.50	250.00
No. 1 Grade	(1 1/2-2 1/2")	17.50	150.00
No. 2 Grade	(1-1 1/2")	12.50	100.00

F.O.B. Florida

(Mixed or Named Varieties can be had at the same price)

Signed _____

